



WCPO

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ORDER

Print Date 10/23/12

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Flight Dates 10/24/12-10/30/12

Contract / Revision 315316 /

Original Date / Revision
10/23/12 10/23/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Product

American Crossroads TV 10.24-10.30

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1257

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	60	\$48,683.75	\$57,275.00	0.00	10/01/12	10/28/12	60	\$48,683.75	\$57,275.00
November 2012	35	\$38,080.00	\$44,800.00	0.00	10/29/12	10/30/12	35	\$38,080.00	\$44,800.00
Totals	95	\$86,763.75	\$102,075.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/24/12	10/30/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$900.00		0.00			
		Week: 10/29/12	11/04/12	MT-----		2				\$900.00		0.00			
2	WCPO	10/24/12	10/30/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$450.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			



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Contract / Revision 315316 Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser American Crossroads Product American Crossroads TV 10 Estimate # 1257

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCPO	10/24/12	10/30/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
4	WCPO	10/24/12	10/30/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	1	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$225.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$225.00		0.00			
5	WCPO	10/24/12	10/30/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$500.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$500.00		0.00			
6	WCPO	10/24/12	10/30/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	3	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$175.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$175.00		0.00			
7	WCPO	10/24/12	10/30/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$425.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
8	WCPO	10/24/12	10/30/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$150.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
9	WCPO	10/24/12	10/30/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$750.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$750.00		0.00			
10	WCPO	10/24/12	10/30/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$600.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$600.00		0.00			
11	WCPO	10/24/12	10/30/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$650.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$650.00		0.00			
12	WCPO	10/24/12	10/30/12	M-F 10-11a Right This Now M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$350.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$350.00		0.00			
13	WCPO	10/24/12	10/30/12	SA 730-8p SA 730-8P	CM	730-758p	-----S-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00



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Order Sep 00:20:00

Advertiser American Crossroads Product American Crossroads TV 10 Estimate # 1257

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WCPO	10/24/12	10/30/12	SA 730-8p SA 730-8P	CM	730-758p	-----S-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$750.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
E 14	WCPO	10/24/12	10/30/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$900.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$900.00		0.00			
15	WCPO	10/24/12	10/30/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$900.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$900.00		0.00			
16	WCPO	10/24/12	10/30/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$300.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
17	WCPO	10/24/12	10/30/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$900.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$900.00		0.00			
E 18	WCPO	10/24/12	10/30/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
19	WCPO	10/24/12	10/30/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
20	WCPO	10/24/12	10/30/12	M-F 1202-107a Jimmy K M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$300.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
21	WCPO	10/24/12	10/30/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	4	\$1,500.00	P-2	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF-S					5	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$1,500.00		0.00			
E 22	WCPO	10/24/12	10/30/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
23	WCPO	10/24/12	10/30/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00

